National Geospatial Advisory Committee (NGAC)
June 3, 2021, Public-Private Partnerships Informational Briefing
Meeting Summary

Attendees:
Douglas Adams, Nadine Alameh, Thomas Aloi, Jr., Rebecca Anderson, Stephen Ballas, Ryan Bank, Sarah Battersby, Colin Becker, Dierdre Bevington-Attardi, Juliana Blackwell, Mariel Borowitz, Ryan Bowers, Timothy Burch, Valerie Butler, Susan Buto, John Byrd, David Carter, John Cochran, Pat Cummens, Ivan DeLoatch, Elizabeth DuBan, Derald Dudley, Julie Eckert, James Ellenwood, Stephen Gonzales, Noah Goodman, Travis Hardy, Jeff Harris, Erik Holmlund, Sammie Jackson, Roger Johnson, Tim Johnson, Michael Kennedy, Patrick Keown, Jane Kramer-Schafer, Bobbi Lenczskowski, Wendy Levine, Vicki Lukas, John Mahoney, Adam Martin, Dierdre McCarthy, Sonya McCormick, William Mullen, Wendy Nelson, Liam O'Brien, Jesse Osborne, John Palatiello, Siva Ravada, Mark Reichardt, Karen Rogers, Amy Rose, Steven Rosenberg, Daniel Ross, Jane Schafer-Kramer, Molly Schar, Galen Scott, Rob Shankman, Vaishal Sheth, Rebecca Somers, Tony Spicci, Daniel Stoelb, Phil Thiel, Hayley Thompson, Gary Thompson, Michael Tischler, Tim Trainor, Dominica VanKoten, Courtney Wright, Matthew Zimolzak

Background & Purpose:
The National Geospatial Advisory Committee (NGAC) held an informational briefing on Public-Private Partnerships (P3) on Thursday, June 3, 2021. The NGAC is the advisory body to the Federal Geographic Data Committee (FGDC).

The purpose of the briefing was to share the results and recommendations from the NGAC's recent paper, "Advancing the National Spatial Data Infrastructure through Public-Private Partnerships and other Innovative Partnerships," which was adopted in December 2020. The NGAC also adopted a set of use cases that outline a variety of partnerships – with examples involving the private sector, State, local, and regional governments, and also including international examples. The briefing included an overview of the findings and recommendations in the paper, as well as examples from the partnership use cases.

The topic of innovative partnerships is relevant to numerous current initiatives, including the Administration's priorities of addressing COVID-19 and healthcare; infrastructure and economic recovery; and climate resiliency and clean energy. The NGAC has identified a set of best practices, lessons learned, and opportunities to use geospatial technologies to address critical priorities and potentially be adapted to other domains. The partnerships examined by the NGAC have different characteristics and are at different levels of maturity, and the NGAC developed an analytical framework to assess and document these varying partnerships.

In addition to sharing the recommendations from the NGAC's P3 paper, NGAC Chair Mark Reichardt, who also serves as the Co-Chair of the NGAC P3 Subcommittee, invited dialogue and insight from the broader stakeholder community and provided an opportunity to discuss and refine the roadmap for future partnership activities.

Discussion:
Mark Reichardt provided an overview of the NGAC paper and use cases. The P3 subcommittee conducted research and produced case studies on P3s and those innovative partnerships approach maturity toward a P3. These case studies including factors that made them successful and included some cautionary lessons that emerged. One consistent and critical theme was the use of a Special Purpose Vehicle, typical in mature P3. These have processes laid out for how to fund and resource the partnerships.

Mr. Reichardt provided a brief overview of the case studies developed by the NGAC in conjunction with the P3 Paper and asked representatives of the programs to provide brief comments about their partnership successes and lessons learned.

- The Alberta Data Partnership, Erik Holmlund:
    - To engage the public sector, you must have a long-term agreements, ideally negotiated / renewed outside of an election cycle so that the public officials are fully focused on the agreements. Communication with stakeholders is key. Ensuring that you are developing relationships with people who will be in their positions long-term is important.

- 3D Elevation Program (3DEP):
    - Michael Tischler: Where we needed to be successful was in bringing in partners, as we did not have enough funding to accomplish the goal. Our strategy was partner centric. For Alaska, industry took on the risk to capture imagery that they were then able to sell to the government.
    - Vicki Lukas: Stakeholder support is critical to 3DEP. Communication is also critical and through the Broad Agency Announcements private industry responded with in-kind contributions as part of their proposal. The 3DEP coalition speaks on behalf of 3DEP for users and supporters. These are examples of the relationships that underpin 3DEP. We always look for more innovative ways to bring in industry partners.

- GPS On Bench Marks, Gary Thompson:
    - In recent years there has been tremendous participation across the country to enhance the accuracy of the national geodetic network in preparation for transitioning to new North American datums in 2022. There has been extensive collaboration with surveyors and other stakeholders, with an emphasis on the collection and sharing of their GPS data to improve benchmark accuracy.

- TomTom, Mark Reichardt:
    - The goal is to determine where opportunities for partnership exist. In the case of the pilot, TomTom had the ability to provide states with very accurate data on road center lines, states use this to update their data and its currency; and in return, the metadata of the road assets can be shared back to TomTom. It is not

a true P3 but is highly innovative. This type of initiative allows commercial and public stakeholders test, understand and validate potential new business models data sharing arrangements and Intellectual Property Rights agreements before entering in to longer term agreements typical of P3s.

- Geospatial Insurance Consortium (GIC), Ryan Banks:
    - GIC has a Blue Sky National Imagery focus, as well as a Gray Sky Disaster Response focus.
    - Everything the GIC does is done at-cost. This is done in collaboration with operational partner Vexcel.
    - The Nationwide Capture Program includes very high-resolution oblique imagery, ortho imagery, multispectral imagery, and elevation data.
    - Gray Sky disaster imagery is provided for free to any agency that needs it for approximately 180 days post-disaster.
        - This data allows you to work remotely and settle insurance claims immediately. There are solutions to automate disaster detection and processing. This shifts the burden from government resources to private claims companies. This monumentally shifts the way that the insurance industry works.
        - This data collection is happening extremely efficiently. The standardization is allowing huge change in this industry.
        - The Gray Sky response is within 24 hours, but often much faster for imagery collection, data processing, and distribution.
    - A partnership that works well is with Munich RE. They utilize GIC imagery in a wind damage classification system, allowing automated damage classification following major emergency or disaster events.
    - GIC is collecting and storing an enormous amount of data, and GIC does not delete it. GIC also collects data on many ground control points.
    - This is not a true P3 because the government does not have skin in the game. How can we give government a seat at the table? What would a government membership in GIC look like?

- Facilitated Discussion:
    - Tim Trainor: suggested that partnerships go “big and wide” - avoiding an agency-by-agency, disaster-by-disaster response. The GDA gives the authority for better data coordination. HIFLD came into play because we were not able to address data in a coordinated way. He suggested that stakeholders need to think about this in a big way, rather than in a case-by-case way.
        - Pat Cummens agreed that we need to broaden our view and think differently. There is a need for a forward-leaning approach and thinking in advance to sharing data. We never want to be caught off guard when we can have disaster plans in place ahead of time. How can we take a Blue Sky approach to the core federal data sets, how can we expand access to the data and ongoing maintenance of data and share it out in a

similar way to GIC? We could look at a P3 model to expand the access to A-16 and other core federal datasets. We need to do this in a structured way to ensure the sustainability of it.

- Galen Scott: Having a strong connection with the private sector is a challenge for the National Geodetic Survey. GPS on Bench Marks is about getting stakeholders ready, interested, and able to collect GPS data and taking advantage of the crowdsourcing of data. It is about getting people to collect data and give it to the public sector so that it can make tools to make the private sector's lives easier.
- Cy Smith: There is a potential to extend the GIC model to other areas. A lot of money is being spent in the private sector on imagery. The idea is to align private sector and public sector spending to get more access with less spending. National collaborative governance is necessary to guide this. State and local P3s, as well as a national approach, are necessary.
- Erik Holmlund: There is a tension between open data and sustainable data. Alberta Data Partnership has been able to allow their partners to sell data for a fee that is reasonable and affordable. This also allows them to distribute open data on behalf of the province, funded by the fees from sold datasets.
    - The build versus the operation is also a tension. This needs to be planned out in advance, providing for a plan to sustain the dataset. The dataset should not be built of the operation and sustaining of that dataset does not have a good business case for stakeholders.
    - Mark Reichardt: We too often think about the build without thinking about sustainment costs.
- Ryan Banks: Working with multiple jurisdictions in different continents has been challenging. Standardization of data collection and access, like what is done in Australia, is important. In Europe, it is more fragmented. Thinking internationally is crucially important, and global standardization is key.

Mr. Reichardt closed with sharing lessons learned and recommendations. Attendees were encouraged to attend the upcoming June 29-30 NGAC meeting which is open to the public. Please visit the NGAC website to learn more about the meeting and registration.

For any follow up, ideas, comments, or requests for more information, please email: ngac@fgdc.gov.